

OCTOBER 2025

American Attitudes Towards Gaming

**PUBLIC PERCEPTIONS OF THE GAMING INDUSTRY &
GAMBLING HABITS AMONG U.S. ADULTS**



AMERICAN
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American Gaming Participation

...

01

Reached new highs in 2025, with 57% of Americans adults gambling in any form and 134 million visiting a casino property

02

Fuels an industry widely regarded as growing and having a positive impact on the broader U.S economy

03

Is driven by consumer recognition of gaming as a technologically innovative product offering strong entertainment value compared to alternatives.



::: High Level of Gambling Acceptance Has Remained Consistent

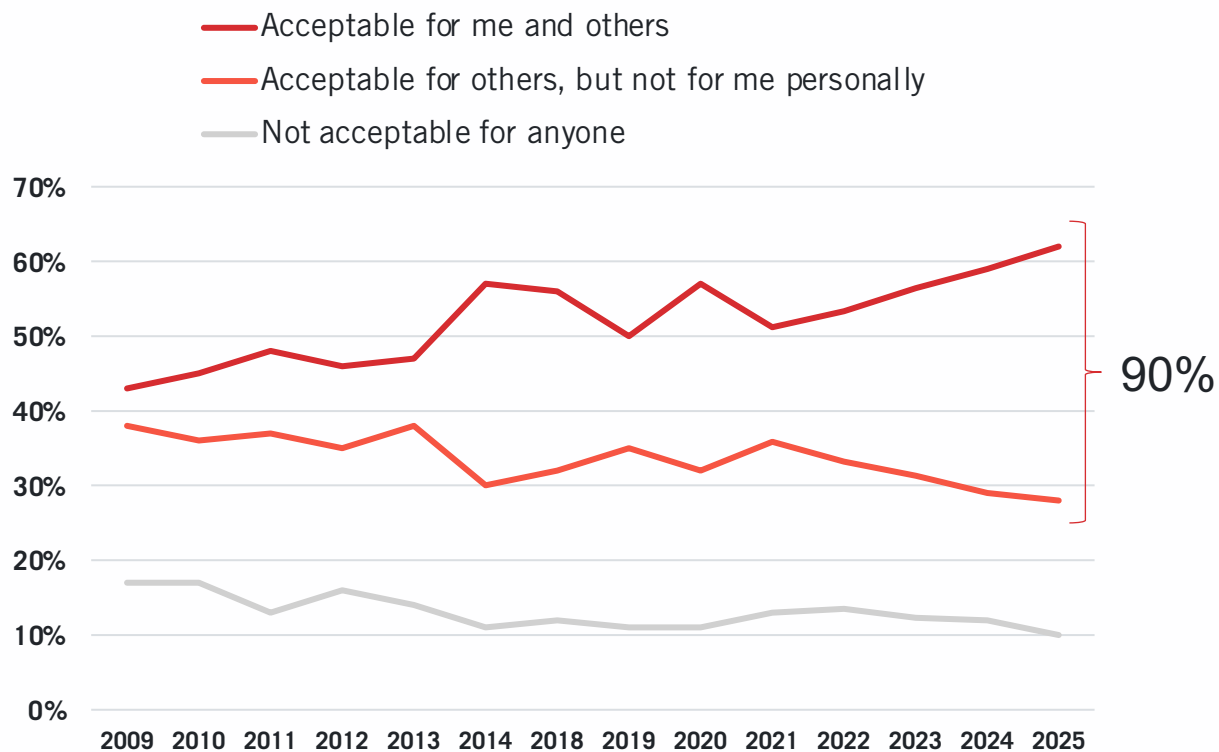


62%

of Americans find casino gambling personally acceptable.

2009-2025

Personal View of Casino Gambling

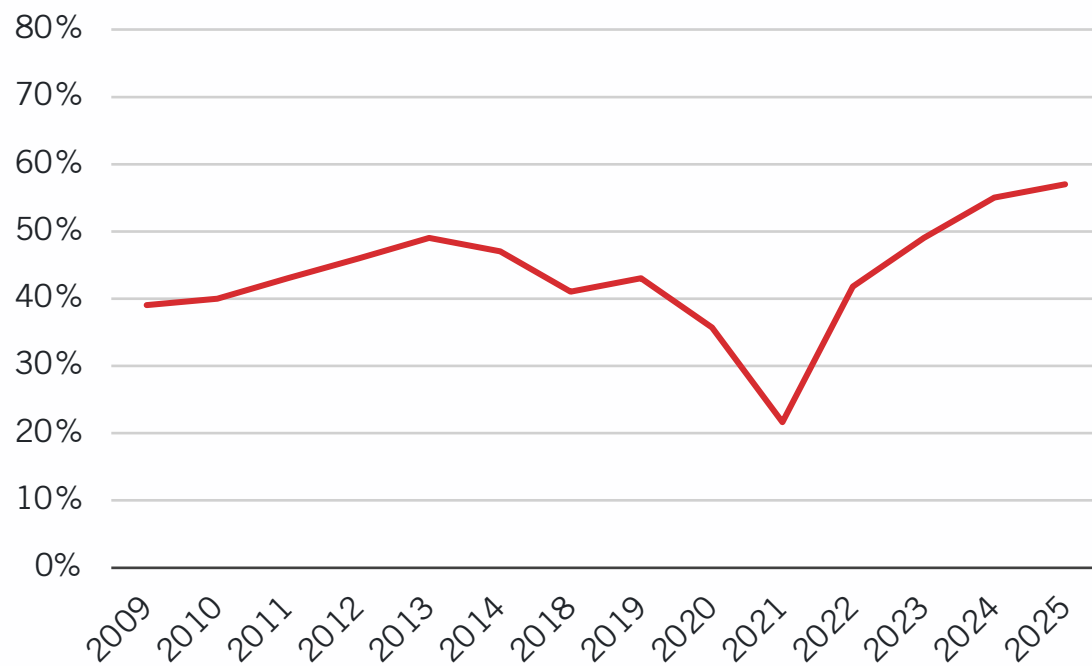


Base: Among Americans (n=2,001)
What are your own personal views of gambling? Would you say casino gambling is...?
The "Don't know" response option was removed after the 2019 survey.

::: Gambling Participation Reaches 57%

Past-Year Gambling Participation

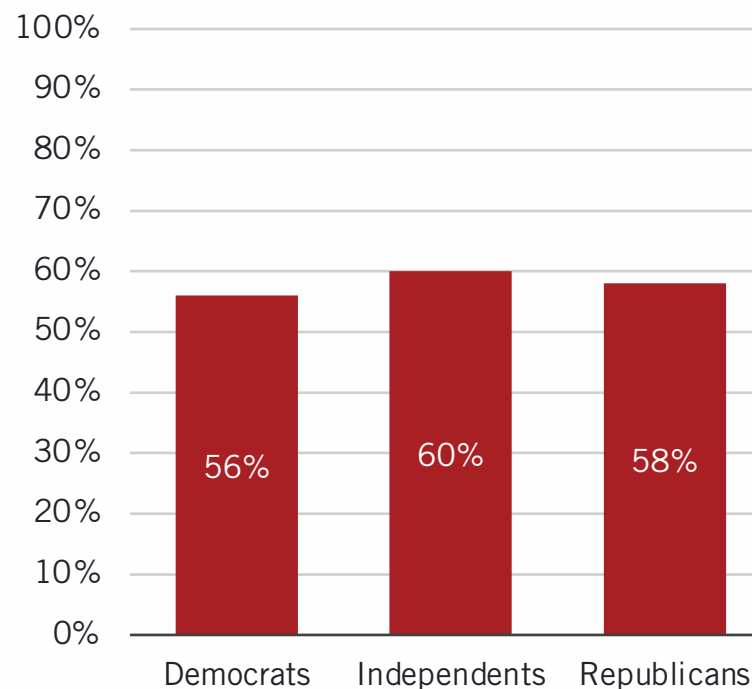
Across all game types (casino, sports betting, iGaming, lottery, pari-mutuel, VLT)



Base: Among Americans (n=2,001)

Have you participated in any form of gambling at all during the past 12 months, whether at a casino or racetrack, at a sportsbook, a lottery location, at a bar, tavern, truck stop or any other non-casino location, or over the Internet?

Gambling Participation Bridges the Political Divide





PAST YEAR CASINO VISITORS

134 M

SURPASSES 50% FOR FIRST TIME

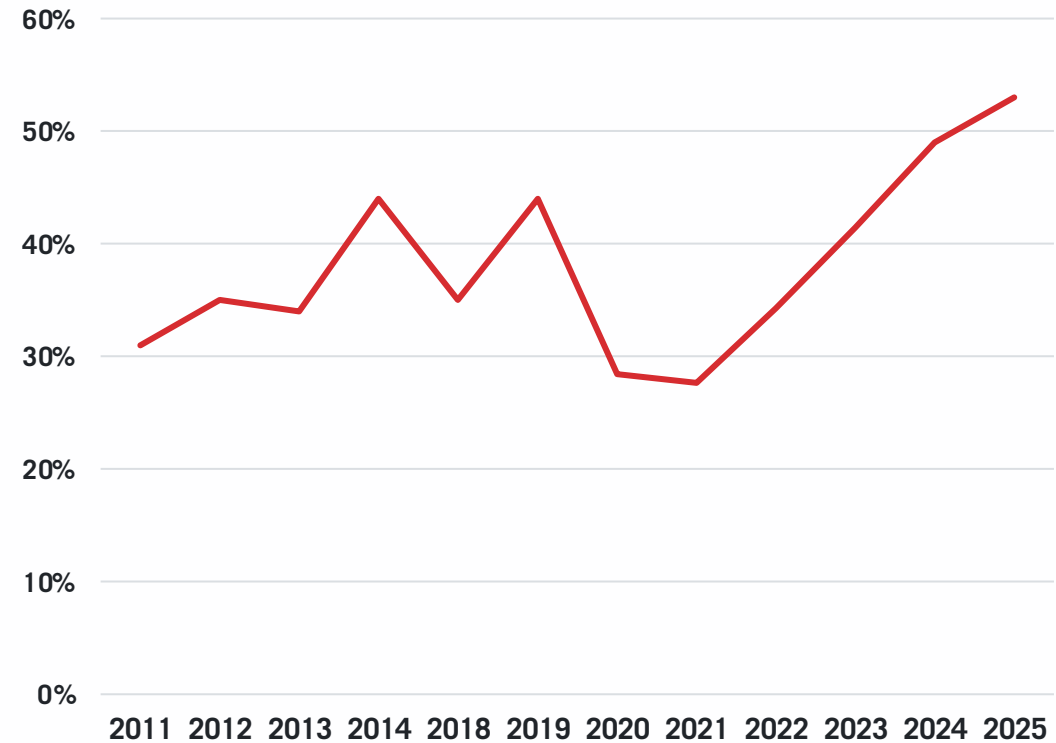


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2011-2025

Past-Year Casino Visitation

To Gamble or For Other Reasons

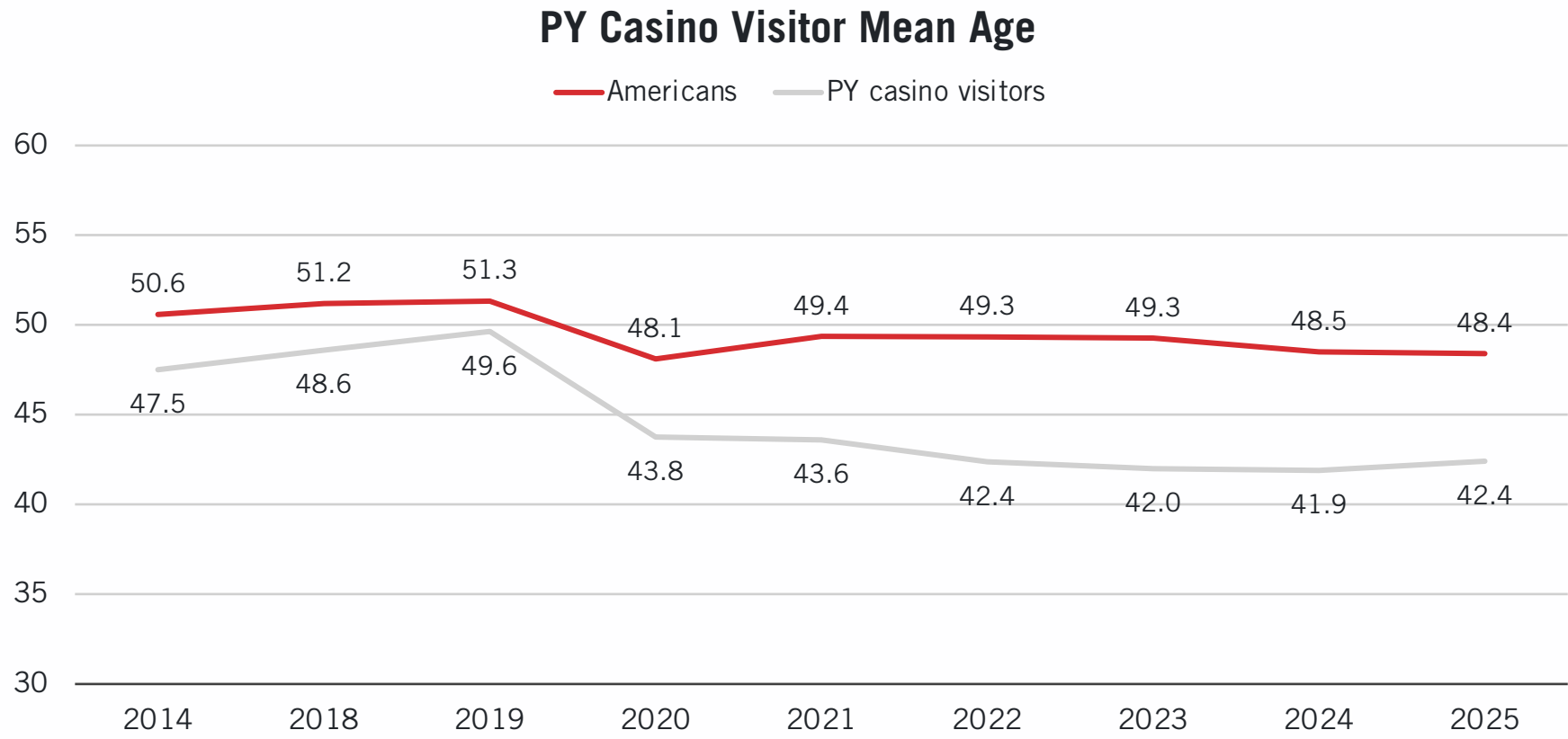


Base: Among Americans (n=2,001)

Have you visited a casino in the last 12 months - whether it was to gamble or for some other reason?

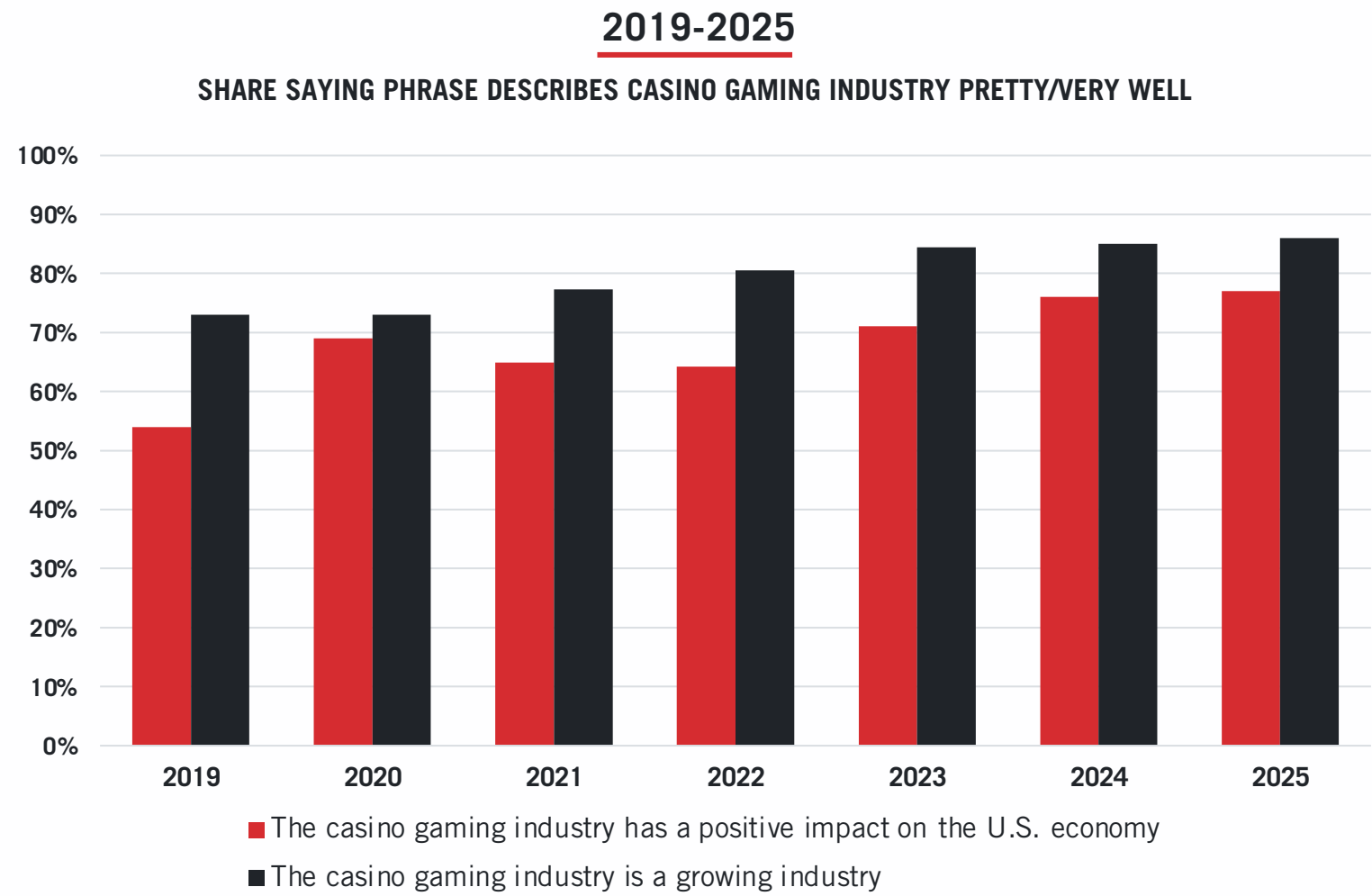
The "Don't know" response option was removed after the 2019 survey.

::: Casino Visitation Among Young Adults Stable



Base: Among Americans (n=2,001), ages 21-39 (n=760), 40-59 (n=600), 60+ (n=641), past-year casino visitors (n=1,055)
Have you visited a casino in the last 12 months - whether it was to gamble or for some other reason?
The "Don't know" response option was removed after the 2019 survey.

Industry Seen as Having Positive Economic Impact



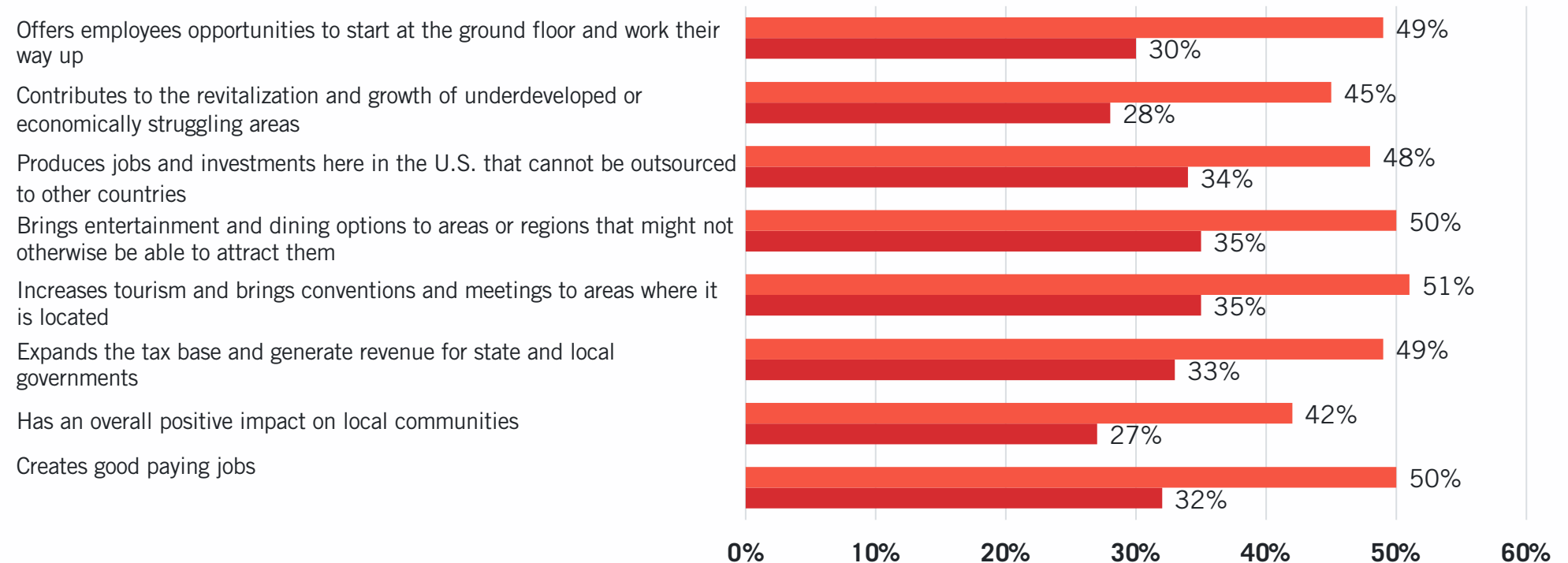
Base: Among Americans (n=2,001)
For each word or phrase, indicate how well you think it describes the casino gaming industry.

2025

Gaming's Positive Economic Impact

SHARE SAYING PHRASE DESCRIBES CASINO INDUSTRY WELL

■ Pretty Well ■ Very Well



Base: Among Americans (n=2,001)

The following phrases describe the impacts some people argue the casino gaming industry brings to state and local economies across the country. For each one, please indicate how well you think it describes the casino gaming industry.



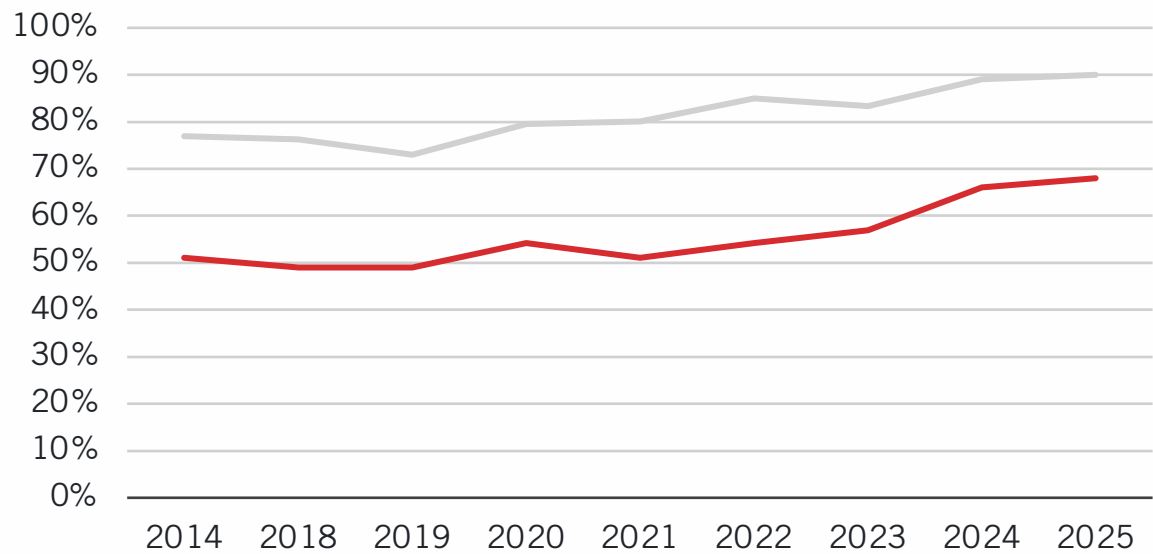
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::: Americans: Casinos Remain Innovative and Provide Good Entertainment Value for Guests

Casino Entertainment Value

Excellent/good compared to alternatives

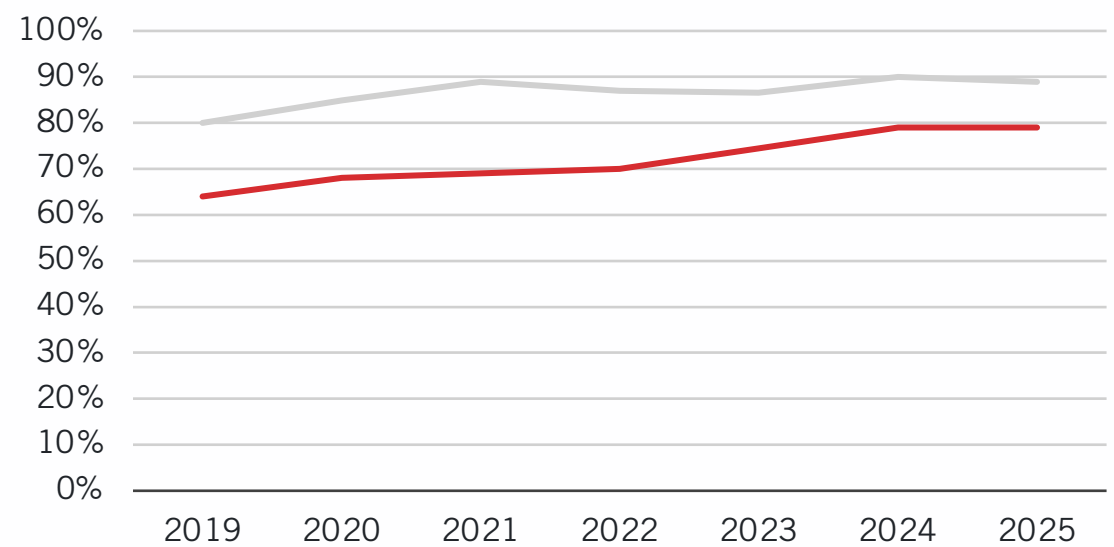
Americans PY casino visitors



Casino Entertainment Innovation

Say casino entertainment is innovative

Americans PY casino visitors



Base: Among Americans (n=2,001), past-year casino visitors (n=1,055)

When you think about going to a casino for an evening out, how good of a value for your money is it compared to other entertainment options you might enjoy? Would you say it is...?

For each word or phrase, indicate how well you think it describes the casino gaming industry.

The "Don't know" response option was removed after the 2019 survey.

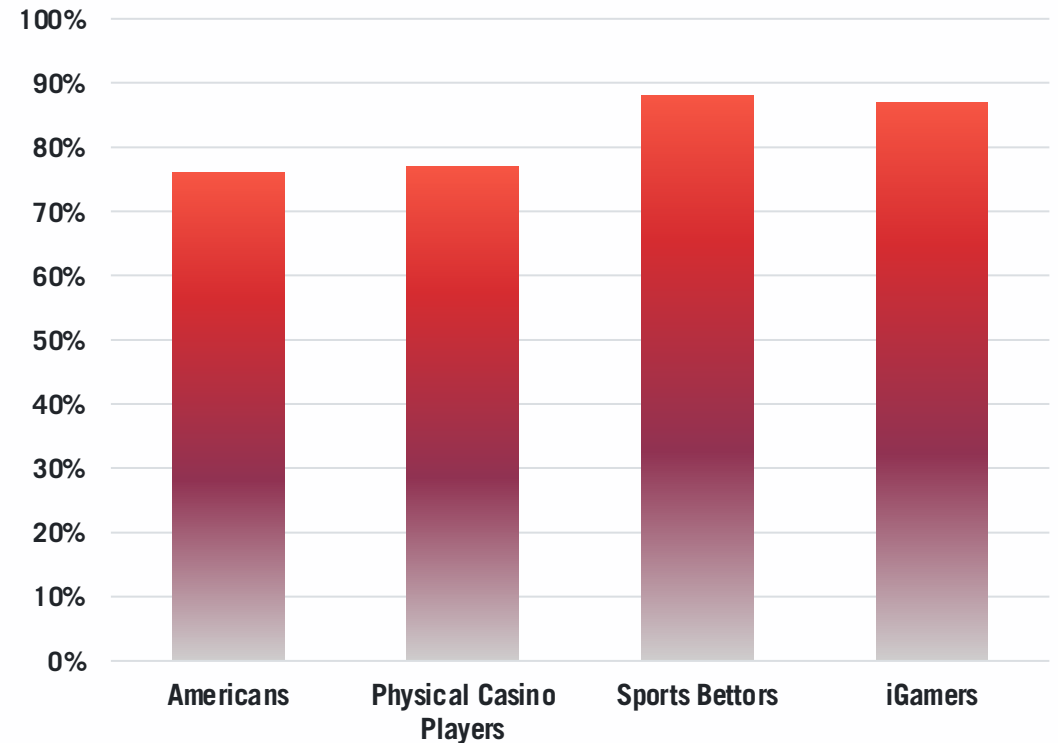
76%

OF AMERICAN ADULTS SAY THAT
INDUSTRY RESPONSIBLE GAMING
PROGRAMS ARE EFFECTIVE

2025

Responsible Gaming Program Effectiveness

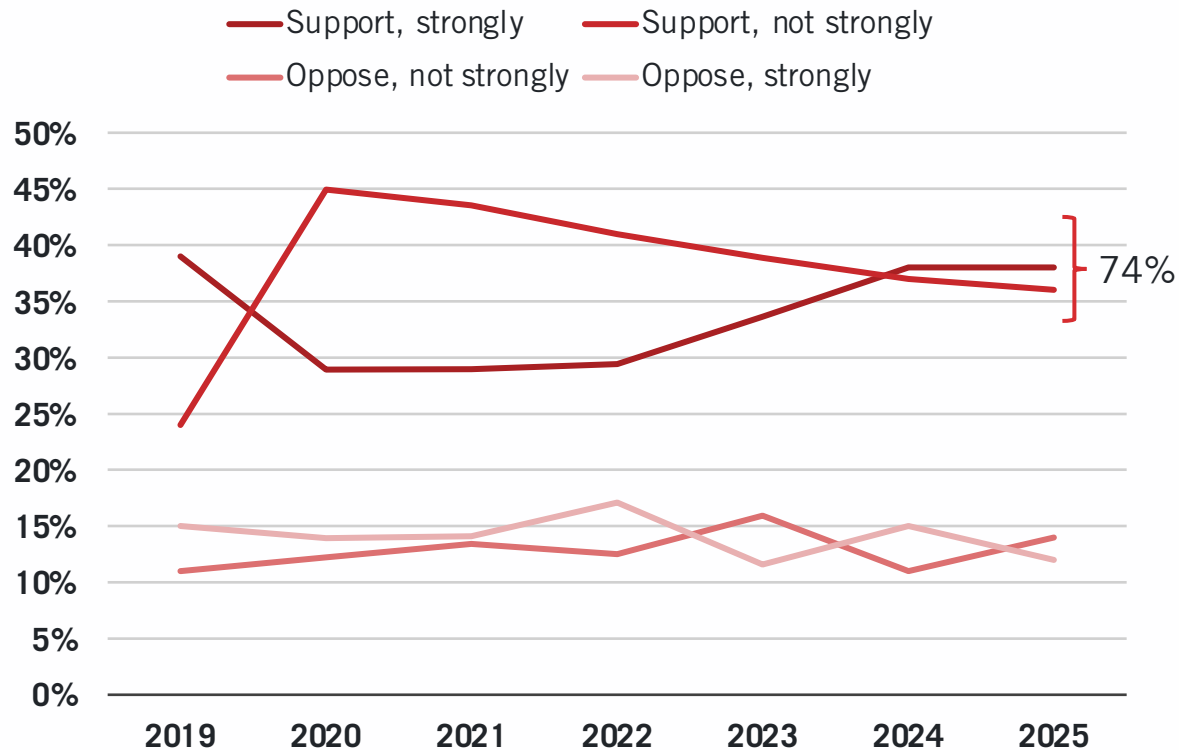
% SAYING INDUSTRY RG PROGRAMS ARE VERY/SOMEWHAT EFFECTIVE



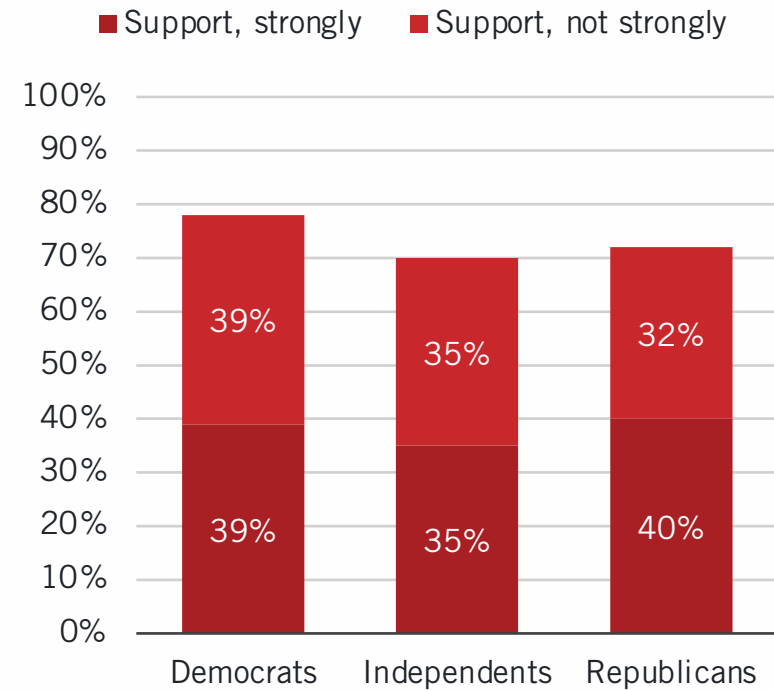
Base: Among Americans (n=2,001), Among past-year physical casino players (n=602), iGamers (n=461), sports bettors (n=430)
Based on what you know or believe, how effective do you feel the casino and sports betting industry's responsible gaming programs are today?

::: Persistent, Widespread, Bipartisan Support for Legal Sports Betting

Support for Legal Sports Betting



Broad majorities of Democrats and Republicans favor legalizing sports betting in their state



Base: Among Americans (n=2,001), Democrats (n=719), Republicans (n=740), Independents (n=496)
Regardless of what you may or may not know about the legal status of sport betting, do you support or oppose legal, regulated sports betting for adults 21+ years old in your state?
The "Don't know" response option was removed after the 2019 survey.

::: Survey Methodology

MARGIN OF ERROR

- ♦ Americans (n=2,001): Nationally representative sample of registered voters aged 21+*
- ♦ Past-year casino visitors (n=1,055): Visited a casino in the last 12 months to gamble or for some other reason
- ♦ Past-year gamblers (n=1,146): Participated in any form of gambling at all during the past 12 months, whether at a casino or racetrack, at a sportsbook, a lottery location, at a bar, tavern or truck stop, or over the Internet
 - ♦ Physical casino players (n=602): Participated in physical casino gaming in the last 12 months.
 - ♦ Sports bettors (n=430): Participated in sports betting online, at a physical sportsbook, or with a bookie in the last 12 months.
 - ♦ iGamers (n=461): Participated in real-money casino gaming over the internet in the last 12 months.

Mode: Online Survey

Dates in the Field: July 22-August 8, 2025

Margin of Error :+/- 2% at 95% confidence level. Higher for subgroups.



*Note that survey waves prior to 2021 were conducted among smaller samples of 1,000 adults age 21+

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